

1. COLLABORATIVE ACTIVITIES & DELIVERABLES

- Joint development of / input to value proposition for different segments and personas
- Sales input and sign-off on selling tools
- Sales sign-off on Sales Qualified Leads (SQLs)
- Get Marketing out on sales calls
- Joint development of / input to product release priorities
- Budget reviews between CRO and CMO

2. PROCESS & SYSTEMS

- Shared vocabulary and definitions
- Commitment to a lead and opportunity management process with clear hand-off and SLAs
- Commitment to data currency/accuracy
- Joint enforcement of system use and policy adherence

3. MEASUREMENT

- Shared revenue goals with each group held accountable for their contribution to those goals
- Monthly cadence; monthly reporting and goal setting
- Company-wide transparency through published dashboards or scorecards

4. ORGANIZATION

- CMO and CRO are peer executives who together put the customer first
- Clear resourcing and delineation between Marketing roles that deliver pipeline vs. enable selling
- Configure office so that Sales and Marketing are in close proximity